

# Park Name

12 point Park Designation  
and NPS/Interior Identification  
on 3 lines

## Detailing Vertical - Format Bulletins

### GRID SPECIFICATIONS

The grid for flyers is shown here full size. It serves as the understructure for all entries. As the layout shows, components are positioned according to the grid lines. This network of vertical and horizontal lines—the organizing base—helps the designer overcome problems of size and scale by determining relationships between the parts and the whole.

The modules are 2 1/2 by 3/4 inches with 1/8 inch spaces between each module. The full grid, 7 3/4 inches wide, centers on the sheet.

Text can be carried on all three modules or on the right pair, as shown here.

Any number of modules can be grouped for maps, photographs, diagrams, and drawings. High-contrast line images work best when duplication is by office copier. Half-tone photographs require offset duplication. Silhouetted images are also suited to this format, making for animated compositions. Artwork in reproduction size, in position, is needed for office copiers, and photostats of the art are used for this purpose.

### TOP IDENTIFICATION BAND

A black title band 100 points deep is standard. This black band is bled top and sides as it is on all park folders in the unigrid series. The park name, or other titles, take 60 point Helvetica Medium caps-lower case, placed flush left with the grid and

top of type 1/8 inch from top trim. For long titles, use 42 point Helvetica Medium caps-lower case. When two lines of type are needed, set both flush left with the grid with top of type 1/8 inch from top trim and the base of the second line 1/2 inch lower.

### DIVIDER BARS

Divider bars aid in organizing layouts on vertical sheets as horizontal areas of pictures and text. Divider bars, 1/8 inch, located horizontally between grid modules serve as devices against which subtitles and text are positioned. These not only rein-

force the horizontal quality of the layouts but separate content into handy, easily followed units. Bars may be produced with opaque self-adhesive tape. For visual unity, bars should be printed in the same color as the text.

### PREPRINTED TITLE SHEETS

Parks planning to produce flyers should first obtain necessary quantities of paper with the park title reversed out of a bled black band. This paper can be obtained much as one would a letterhead. Be sure to specify a sheet that can be used in the final reproduction process, whether an office copier or duplicator.

Park name and site identification are prepared with transfer letters. Type can be laid down as a positive to be dropped out of the black area, or as a negative to show through when the black is photographed. This art should be given to a commercial printer for reproduction in black ink on 8 1/2 by 14 inch white paper.